

E-Commerce Sales & Profitability Dashboard

2024

2025

Executive Overview

Product & Category Performance

Channel & Campaign Performance

Operations & Profitability

Total Revenue 2025

11.47M

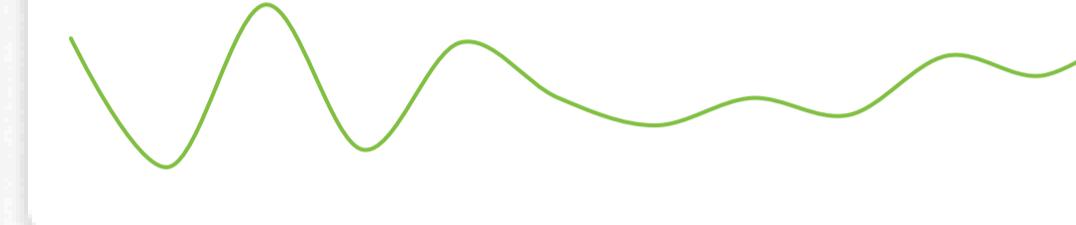
PY vs ▼ -9.89%



Total Order 2025

41.38K

PY vs ▲ 0.31%



Avg Order Value 2025

\$277.2

PY vs ▼ -10.17%



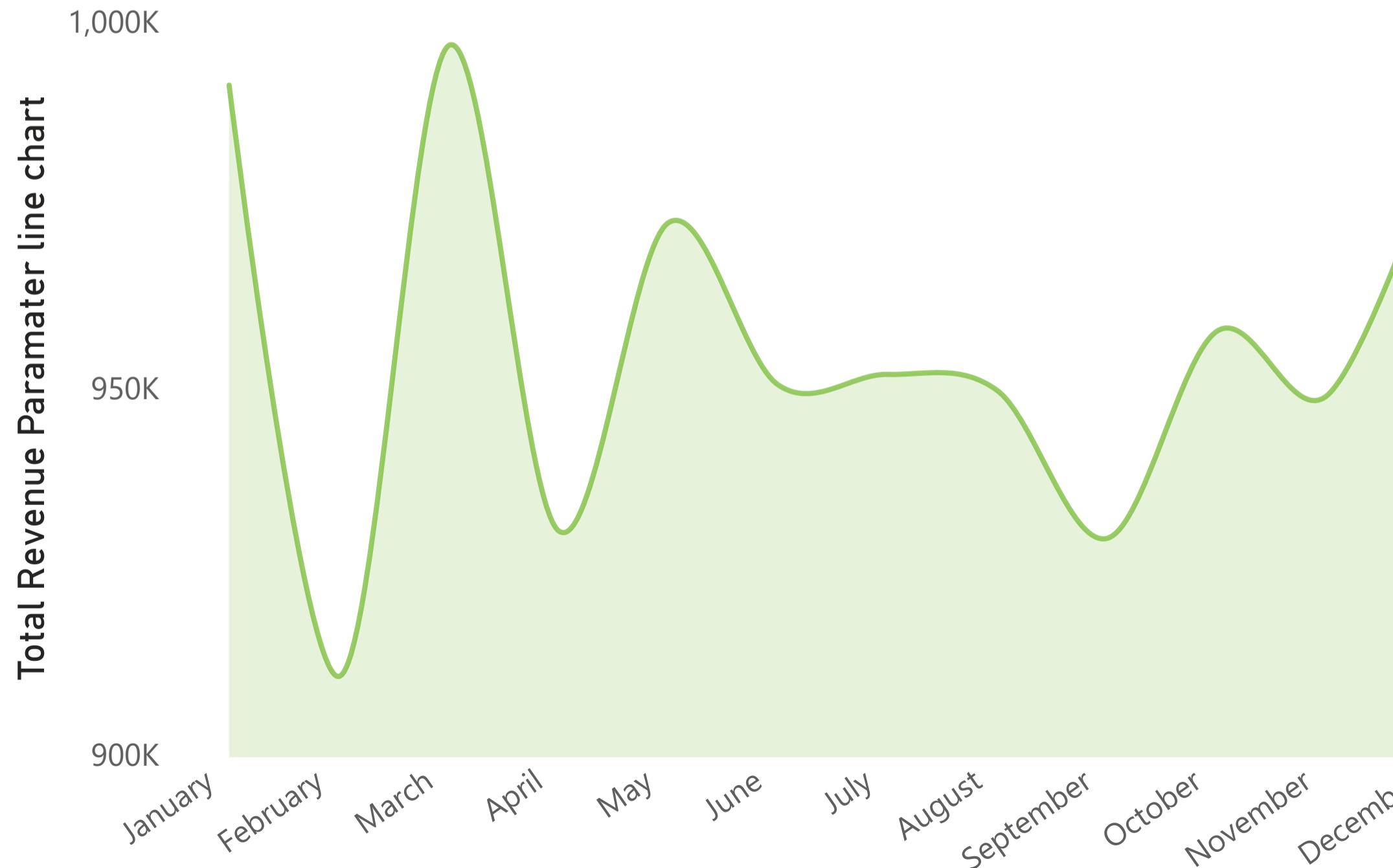
Return Rate % 2025

16.48%

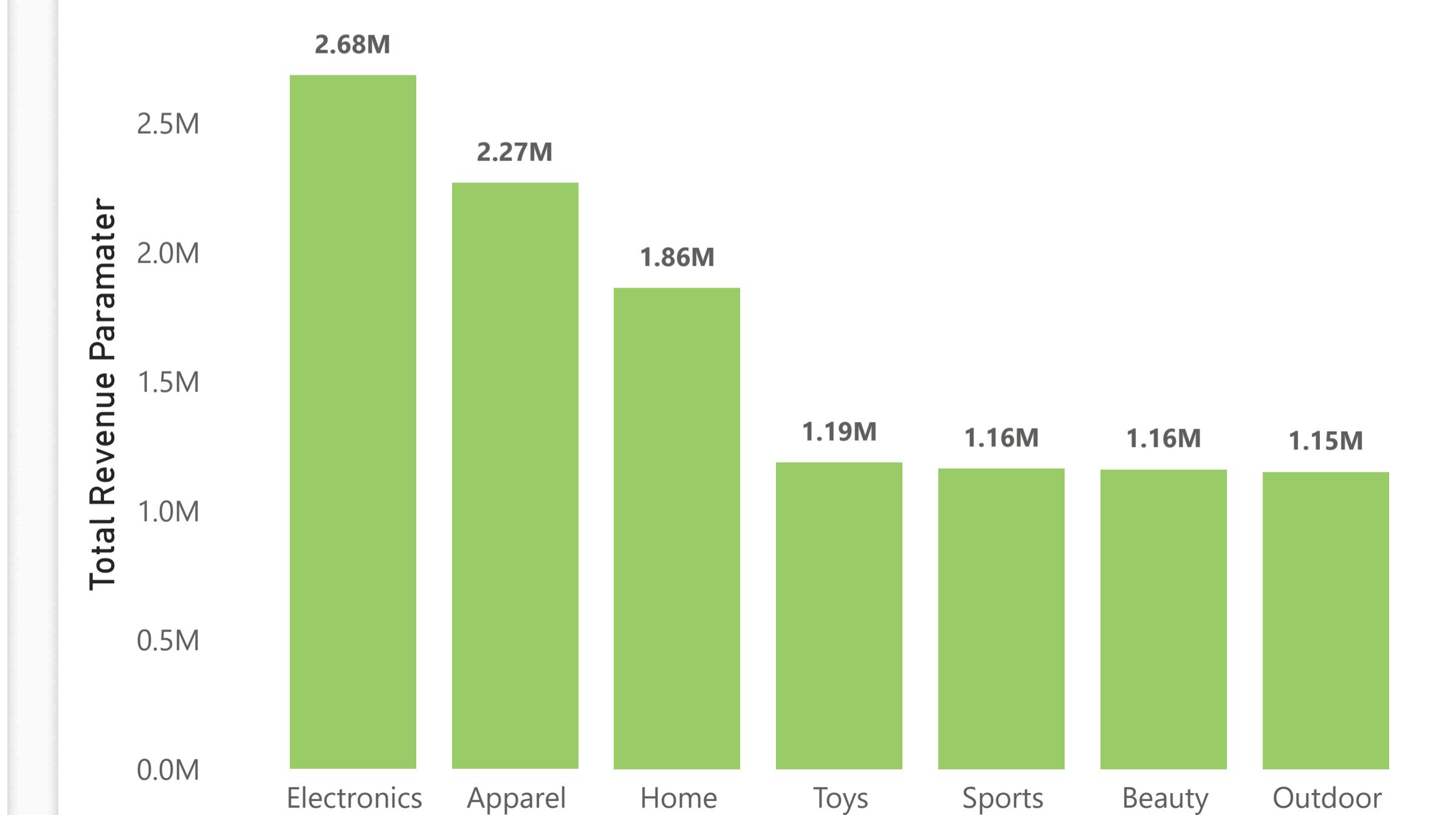
PY vs ▲ 0.84%



Revenue Trend 2025



Total Revenue by Category

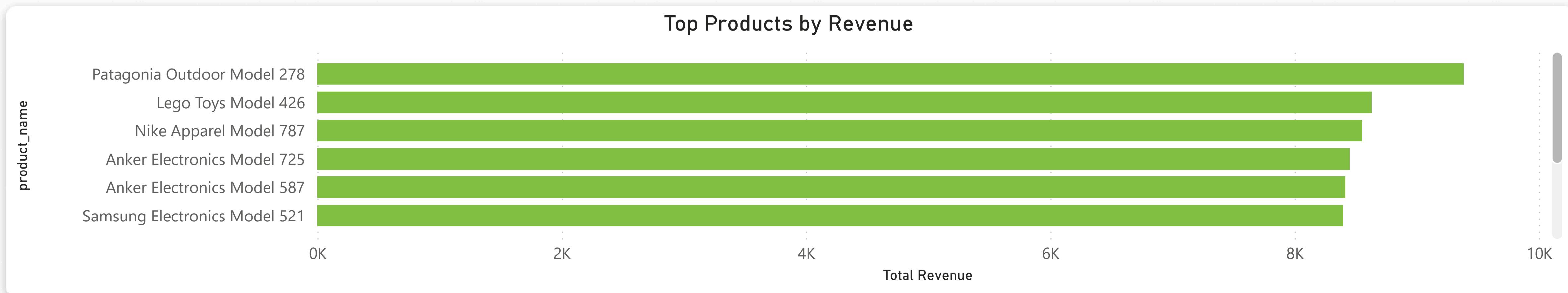
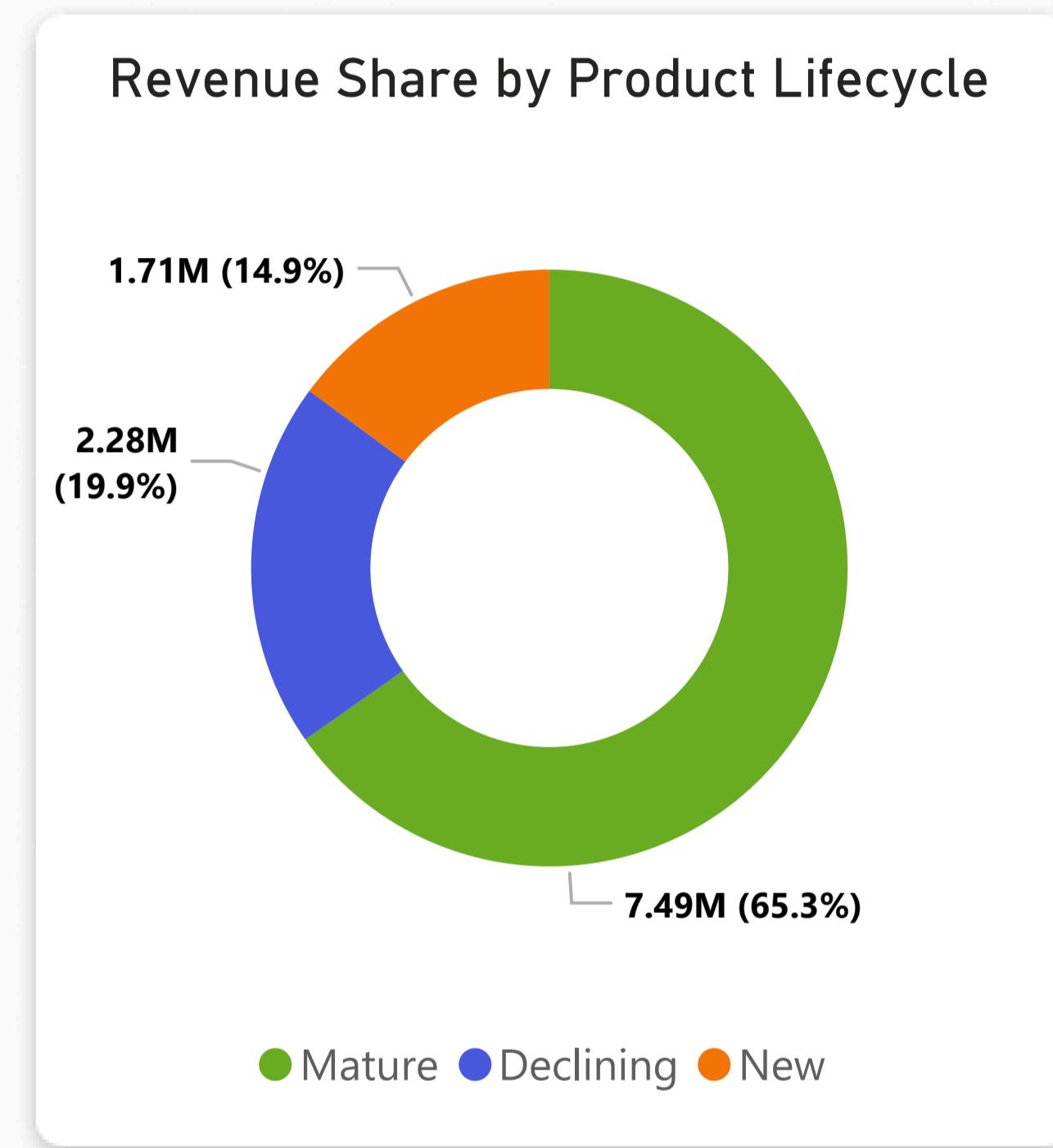
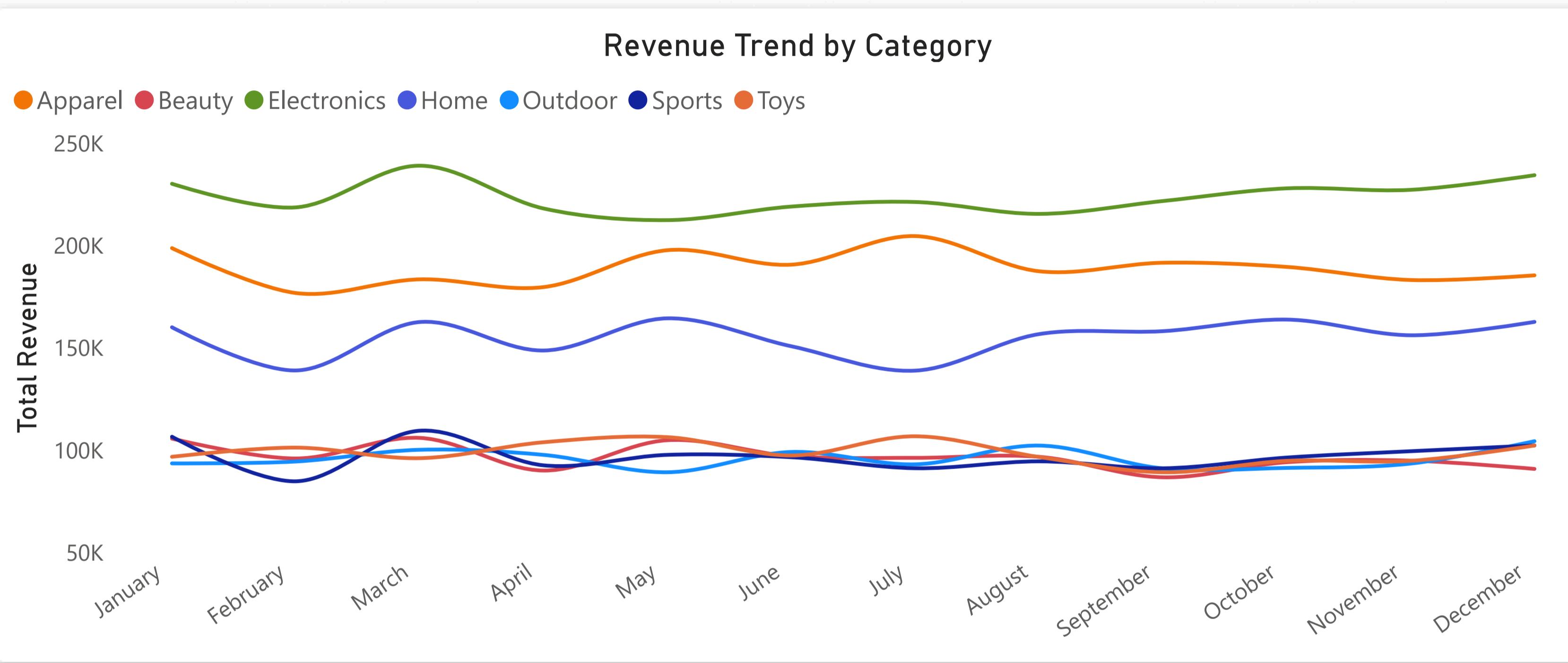


Executive Overview

Product & Category Performance

Channel & Campaign Performance

Operations & Profitability



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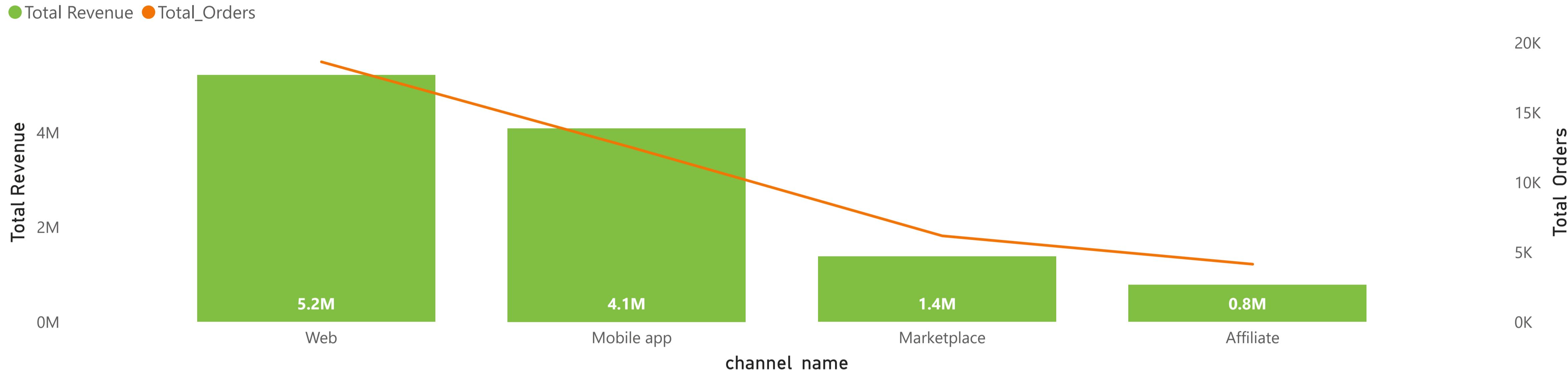
Executive Overview

Product & Category Performance

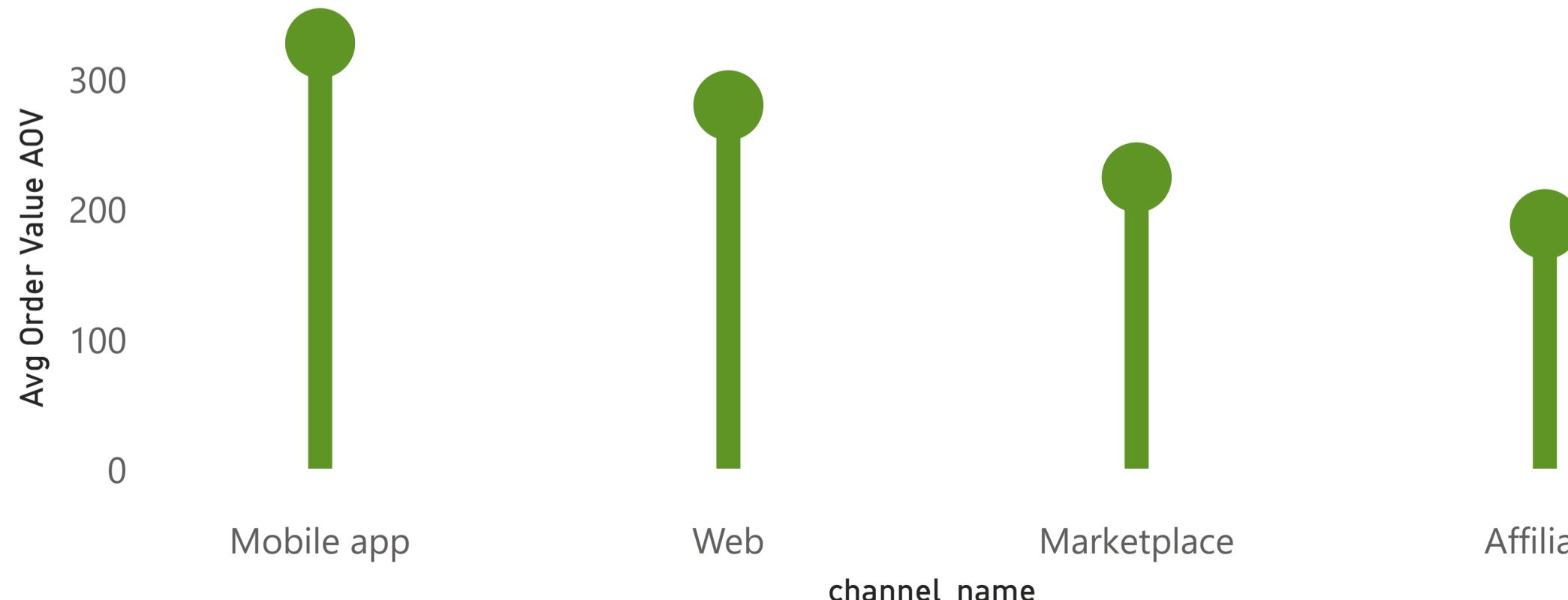
Channel & Campaign Performance

Operations & Profitability

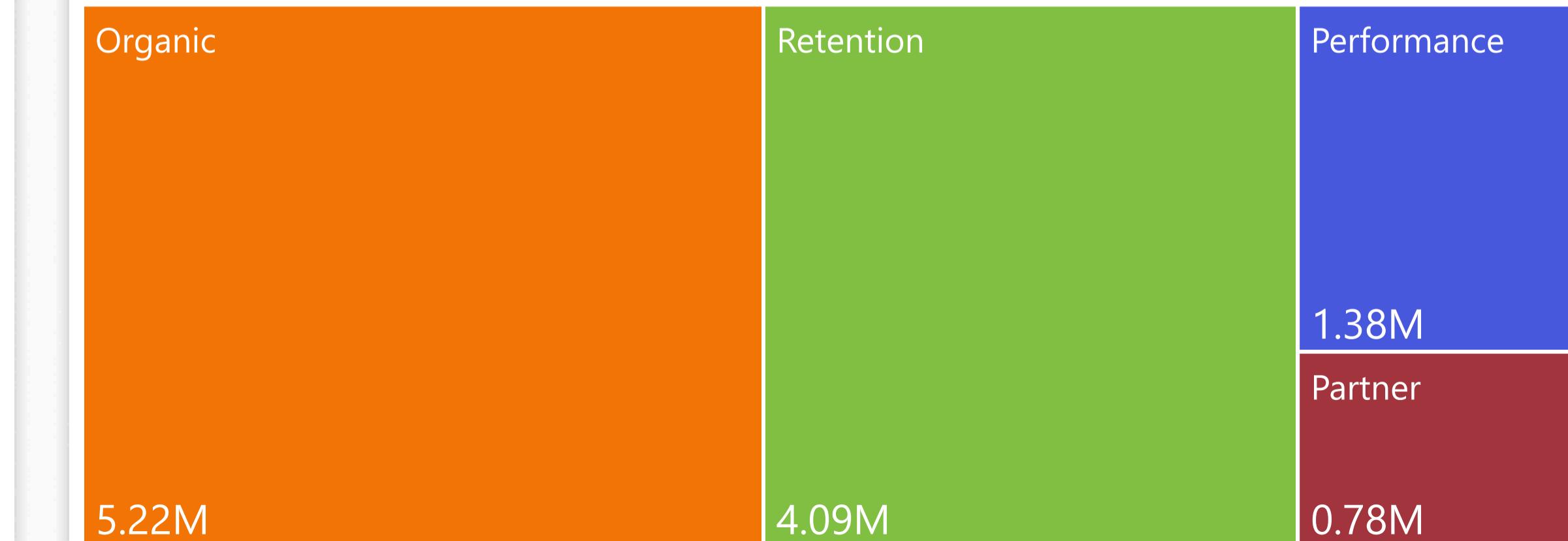
Revenue and Order Volume by Channel



Average Order Value by Channel



Revenue Contribution by Campaign Type



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Net Profit 2025

\$8.4M

PY vs ▼ -12.04%

Profit Margin 2025

68.9%

PY vs ▼ -7.02%

Return Rate 2025

16.5%

PY vs ▲ 0.84%

Avg Delivery Day 2025

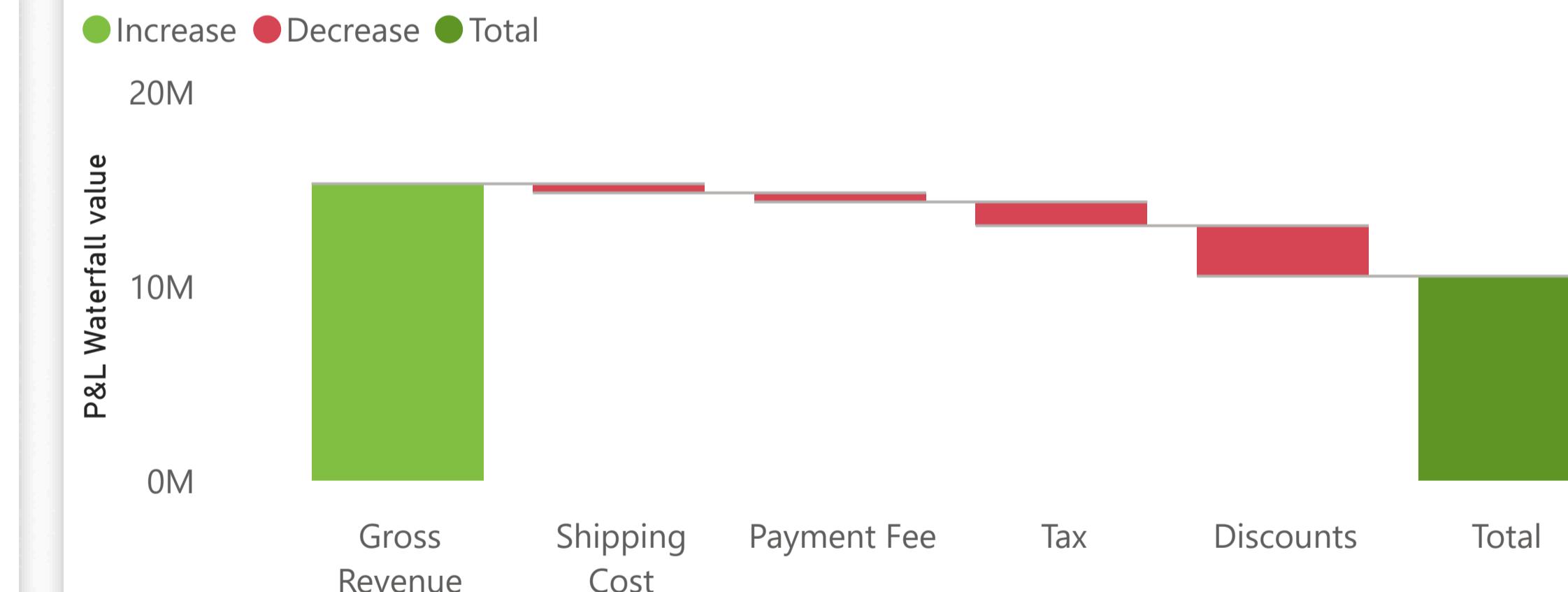
4.50

PY vs ▲ 0.08%

Return Rate Trend (2025)



Operational P&L Breakdown (2025)



Discount Intensity vs Profit Margin (2025)

● Organic ● Partner ● Performance ● Retention

